

ALFA
LAVIA



Food & life science

– trends, offering and markets

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Sanitary Equipment

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Food & Life Science

Food and life science



Macro drivers

Population growth

Capacity expansion



Footprint in Asia and L America



Continued investments

Aging population

Change in demand patterns



More prescription drugs and medicine



Continued investments

Increasing living standards

Change in eating and drinking habits



More prepared food and beverage



Continued investments

Share of women at work

Financial independence



More cosmetics and health care



Continued investments

Industrial drivers

Competitiveness

Consolidate



Large scale plants



Continued investments

Sustainability

Getting more out of resources



Technology conversion



Continued investments

Flexibility

Adaptable production facilities



New processes



Continued investments

Food chain & safety

Localized production



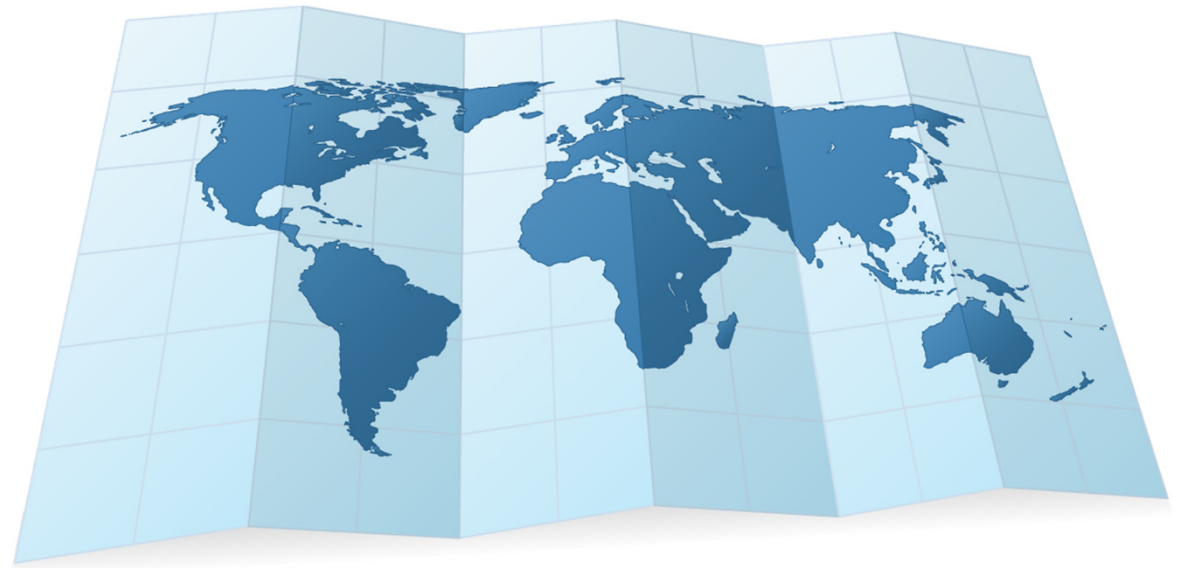
Hygienic processes



Continued investments

Food – a growing market

- * Capacity expansion
- * Increase efficiency
- * Save water & energy
- * Technology conversion
- All regions grow
- Resilient over time



Success factors

- * Products and solutions
- * Brand & awareness
- * Business Models
 - Presence and Way to Market



Why two ways to the market?



DIRECT SALES

- Selected industries
- Direct to end-users
- Customized solutions

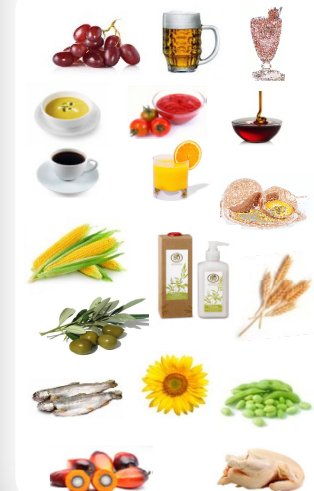
INDIRECT SALES

through channel partners;
Distributors, Integrators, Tetra Pak

- All industries
- Selected Channels
- Standard components

End customers

..with individual
buying behaviors
and needs



Direct sales

* Selected industries, such as:

- Vegetable oil
- Olive oil
- Brewery
- Proteins

* Selected applications

* Customized solutions

* Handled by Food and Life Science



Direct sales portfolio

– Customized solutions



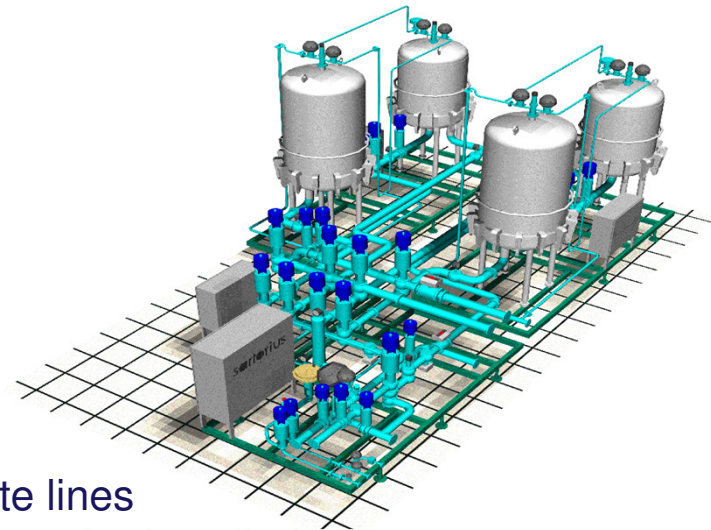
Designed
components



Standardized
modules



A wide palette to
cover every need

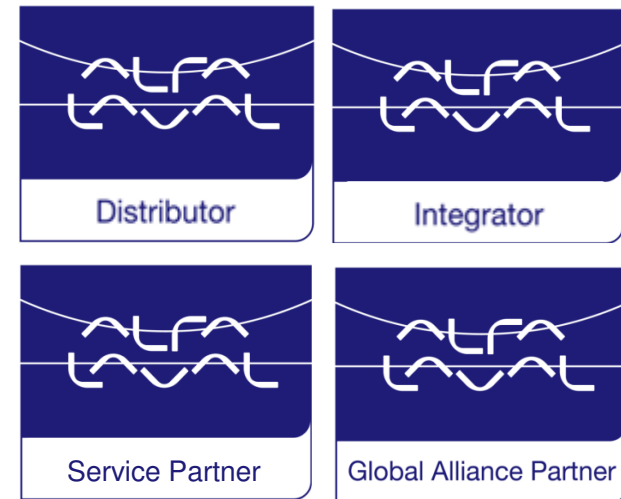


Complete lines
- engineered & installed

Indirect sales

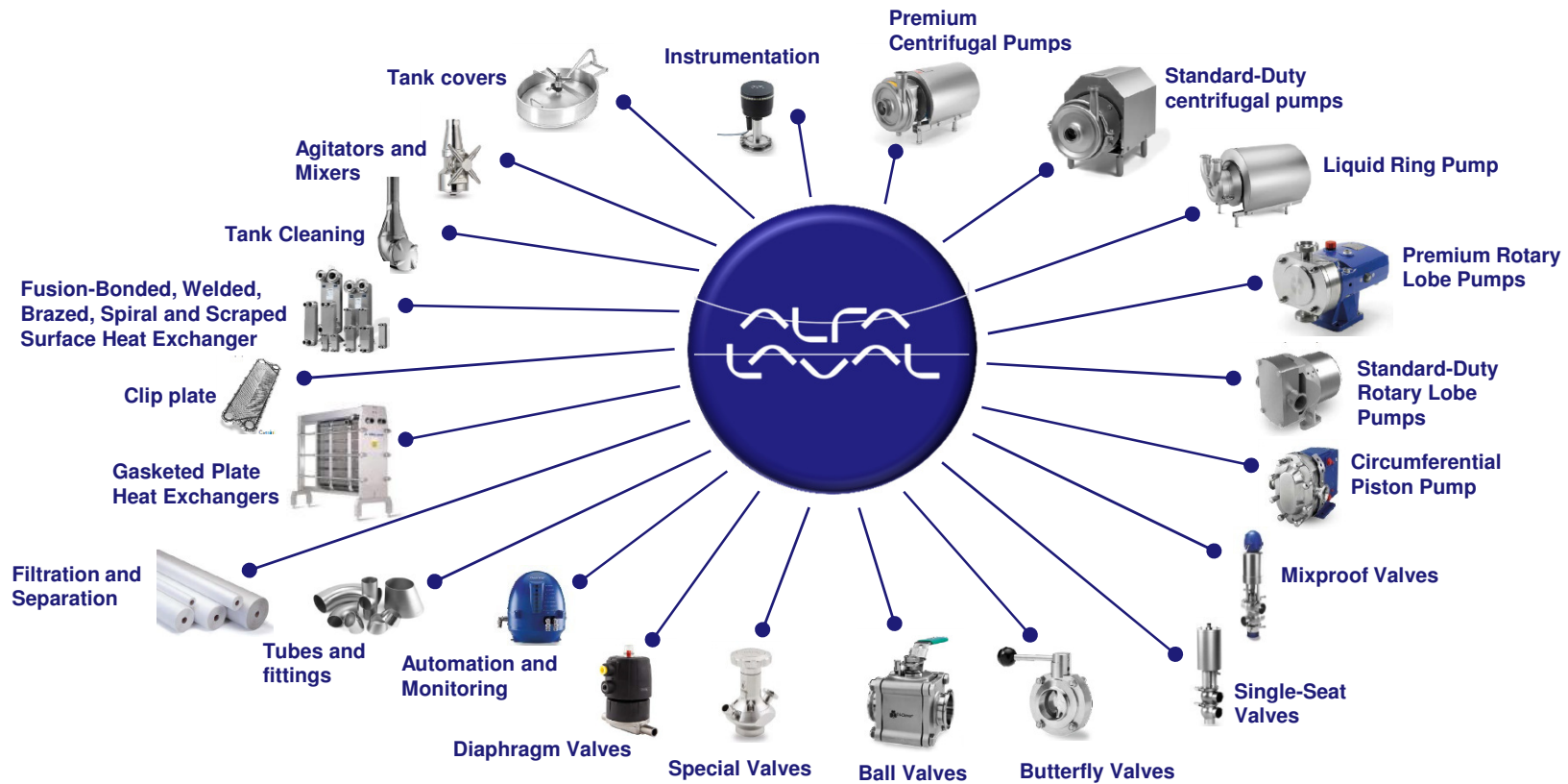
– through channel partners

- * All industries
- * Selected channel partners
 - ✓ Presence
 - ✓ Preference
- * Handled by Sanitary Equipment and Service



Indirect sales

– Hygienic components



Direct sales

– supporting customers



- * Hubs in regions with process knowledge
- * Self-sufficient regions in terms of quoting, selling and executing
- * Alfa Laval Service force

Indirect sales

– supporting channel partners



- * Managing self-sufficient channel partners
- * Alfa Laval Anytime – eBusiness solutions
- * Service providers & Service products

Summary

- * Sustainable profitable growth
- * Industry's widest product range
- * Two ways to market approach



Food is the history and future for Alfa Laval



ALFA
ROMEO

The image features the Alfa Romeo logo in a stylized, white, blocky font on a dark blue background. The logo is composed of two lines of text: "ALFA" on top and "ROMEO" on the bottom. The letters are thick and have a slightly irregular, hand-drawn appearance. A thin white horizontal line runs through the middle of the logo, passing behind the letters. The background is a solid dark blue.